

Capabilities Statement: Submitted by Joanna L. Jenkins, Ph.D.

Smith Montgomery / DBA Joanna Jenkins Consultancy

BUSINESS SUMMARY:

Smith Montgomery / DBA Joanna Jenkins Consultancy

Smith Montgomery & Associates, is a premier research and creative consulting boutique with a commitment to DEI, Education, Design and Strategic Communication. We produce the most culturally competent and socially informed solutions in our sector, while delivering service with care, creativity and specificity customized to each client goal. With excellence in every facet of business, we differentiate through maintaining the highest standards in strategic development, client services, execution, and integrity. Smith Montgomery is committed to diverse talent in acquisition, mentoring and development for high-performing passionate innovators.

Doing Business as Joanna Jenkins Consulting specializes in research, education, strategic communication and creative. With over 20 years of experience at the intersection of research, education, and industry, we deliver customized solutions that empower individuals, relationships and organizations to cultivate inclusive, innovative, and high-performing environments.

Joanna L. Jenkins, Ph.D., a distinguished creative scholar-practitioner with a rich background spanning education, research, creativity, and strategic communication industry leads endeavors. Renowned for her expertise in convergence, she explores the blending of traditional and new media technologies' impact on education and industry, the integration of diverse intergenerational and cultural narratives, and communication strategies to foster more inclusion and effective messaging.

Dr. Jenkins authored the seminal book "The Convergence Crisis," which critically analyzes convergence, opportunities emerging from crises, and implications for the future of communication, workforce development, education, and culture.

Dr. Jenkins' experience encompasses K-12, undergraduate, graduate, continuing education, professional, and executive studies. Her educational background is anchored in designing inclusive curricula, developing custom learning experiences, implementing culturally informed teaching methods, applying universal learning design, and assessment. She is dedicated to driving insights and cultivating inclusive environments where culturally and ethically competent students and professionals thrive in their education and careers.

As a scholar with Rutgers University's Center for Leadership, Equity & Justice, Dr. Jenkins' research and teaching span a diverse array of interconnected topics, with a particular emphasis on convergence. Her recent works include the textbook "Advertising Creative, Strategy, Copy & Design" published by Sage Publications, "Insecure #Awkward and Winning: Intersectionality in the Works of Issa Rae" from Peter Lang Publications, and the "ADColor's State of the Workplace Study: Retention Outlook Through an Inclusive Lens."

Joanna champions the needs and leadership of historically excluded groups in education and professions. Throughout her career—including roles as Consultant, Coach, Associate Dean, Academic Program Coordinator, Professor, Creative Director, Designer, and Strategist—Joanna has demonstrated a consistent record of success in engagement, strategic planning, research, and learning & development.

Mission Statement

Joanna Jenkins Consulting is dedicated to empowering individuals, relationships, and organizations by providing innovative, strategic solutions that deliver positive, transformative results. We focus on fostering inclusive environments through expert guidance in education, communications, coaching, and creativity. By leveraging our deep expertise in research and commitment to inclusion, we aim to enhance organizational effectiveness, drive performance, inspire leadership, and support the development of culturally competent and equitable practices.

Core Values

1. **Inclusion:** Embracing diverse perspectives, intersectional experiences and fostering an environment where all voices are heard and valued.
2. **Creativity & Innovation:** Continuously seeking creative and effective approaches to drive effective results and emotional intelligence.
3. **Integrity & Research:** Upholding the highest standards of research and ethical behavior in all our actions.
4. **Excellence:** Striving for the highest quality in our work and continuously improving to exceed expectations.
5. **Collaboration:** Building strong partnerships and co-creating with clients and stakeholders to achieve shared goals.
6. **Optimism & Empowerment:** Supporting and uplifting individuals, relationships and organizations to achieve meaningful mindsets and outcomes.
7. **Commitment to Equity:** Dedicated to promoting inclusive leadership, fairness, justice, and access to opportunities in all our endeavors.
8. **Respect:** Revering, valuing and honoring the humanity, voice, dignity and contributions of people and culture in every interaction.

Core Competencies:

- **Research:** Expertise in designing and executing comprehensive research projects, analyzing data to derive actionable insights, and effectively communicating findings to drive strategic decision-making and innovation, equity and measurable sustainability..
- **Equity and Inclusion Centered:** Tailored sessions on fostering inclusive workspaces, addressing unconscious bias, and centering diversity, equity, inclusion and belonging.
- **Leadership Training:** Programs focused on developing emotionally intelligent leaders capable of influencing without authority and navigating organizational politics.
- **Strategic Communication & Planning:** Expertise in enhancing organizational inclusive communication strategies, including storytelling, effective feedback mechanisms, and conflict resolution.
- **Creative/Graphic Design:** Innovative design services that enhance brand communication, visual identity, and marketing efforts.
- **Curriculum Development:** Designing inclusive, culturally informed training materials and learning experiences for various educational levels and professional contexts.
- **Consulting and Coaching:** One-on-one and group coaching services aimed at leadership development, strategic planning, and team cohesion.

Specific Products and Services:

- Customizable training modules
 - Subject Expertise in diversity, equity, and inclusion (DEI), creativity, design, best practices for teaching, intergenerational, communication, strategy, convergence, intersectionality, media, etc.
- Leadership development programs, research and strategy
- Strategic communication workshops
- Strategic Planning
- Creative/graphic design services, including branding and marketing collateral
- Inclusive curriculum design and implementation
- Organizational research, assessment and strategy development
- Project management and execution
- Keynote speaking and public engagements
- Coaching & Workforce Development
- Research, Analysis and Writing

Currently The Most Popular Workshops:

Custom Seminars and Workshops:

Dr. Jenkins creates bespoke seminars and workshops. Some of the most popular topics include:

- Emotional Intelligence
- Cultural Competence
- Time Management & Critical Thinking
- Convergence
- Research Strategy
- Creativity
- 21st Century Literacies (Racial, Digital, Intergenerational, Technological)
- Courageous Conversations
- Inclusive Leadership
- Visioning
- Futuring/Future of Work
- Bias
- Leveling Up

Market Focus:

Joanna Jenkins Consulting serves a diverse range of clients, including educational institutions, corporate entities, non-profits, and government organizations.

The focus is on sectors where deep research, inclusive leadership, strategic communication, creativity, collaboration and equity are critical, including, Education, Media, Advertising, Consumer Insights, Communications, Coaching and STEAM fields.

Clientele and Partnerships:

- **Educational Institutions:** Collaborating with K-12 schools, universities, colleges, school districts, and continuing education providers.
- **Corporate Clients:** Advising, Coaching, Training and Leading media and ARI (advertising related industry), STEAM organizations, and other corporate entities.
- **Non-Profit Organizations:** Partnering with advocacy groups to diffuse education, deploy training, promote research/measurement, increase inclusive leadership and center equity and inclusion.
- **Government Agencies:** Providing custom training and coaching for government organizations to increase representation, support inclusive leadership and enhance diversity, equity, and inclusion.

Coaching Clientele:

Large Audiences, Small Groups and Individual Coaching

- Executives and Leaders: Advancing inclusion, cultural competence, emotional intelligence, intergenerational collaboration, and creativity in the workplace.
- Professionals, Students, and Educators: Navigating career pivots, leadership pathing, cultural nuance, education strategy, and career planning.
- Creatives: Expanding across disciplines, completing creative projects (books, artwork, design), and cultivating inspiration.
- Advanced Professional Students, Researchers, and Faculty: Completing dissertations, grants, research design, and assessments.
- Entrepreneurs and Small Business Owners: Seeking strategic planning, branding, identity development, and media integration.

Expertise and Niche Capabilities:

- **Inclusive Curriculum Design:** Expertise in creating learning experiences that cater to diverse audiences using universal learning design principles.
- Intergenerational collaboration: Fostering partnerships between different generations to leverage diverse perspectives, experiences, and skills, enhancing innovation, performance and mutual understanding within organizations and communities.
- **Equity-Focused Professional Development:** Specialized in delivering workshops and training sessions that prioritize equity and inclusion.
- **Research and Measurement:** Strong capabilities in developing custom matrices, Key Performance Metrics (KPMs), and conducting thorough research to foster growth and sustainability.
- **Creative/Graphic Design:** Skilled in developing compelling visual identities, marketing materials, and brand strategies that resonate with diverse audiences.
- **Project-Based Collaboration:** Extensive experience in project management, collaboration, and consulting within a project-based economy.

Competitive Advantage:

Joanna Jenkins Consulting stands out due to the unique blend of academic rigor, practical industry experience, creativity and commitment to fostering inclusive compassionate environments. Our approach is grounded in research and informed by real-world application, cultural competence and theoretical foundations to ensure clients receive actionable insights and sustainable solutions.

- A proven track record of success and sustainability in diverse educational and professional settings.
- Deep understanding of the challenges, opportunities, unique historical foundations and future visioning.
- Personalized, client-focused solutions that drive measurable results.
- Strong advocacy for historically excluded groups, ensuring all voices are seen, heard, valued and respected.

Partner with Joanna Jenkins Consulting:

Companies should choose Joanna Jenkins Consulting because the unique and comprehensive perspective integrates equity, strategic communication, creative design, and leadership development. Our tailored, research-based approaches are designed to meet the specific needs of each organization, fostering environments where all members can thrive. Partnering with us means investing in future-facing growth and sustainability of your organization through inclusive, innovative, and effective strategies.

Business History:

Joanna Jenkins Consulting is a transformative force in education, creativity, strategic communications, and equity. Our expertise draws from knowledge and insights extracted from over 20 years in roles in consulting, coaching, academic program coordination, creative direction, and strategic planning. We specialize in inclusive curriculum design, culturally informed teaching methods, and innovative learning experiences. A scholar with Rutgers University's Center for Leadership, Equity & Justice, Dr. Joanna L. Jenkins has authored influential works and conducted impactful research on media representation, intersectionality workforce development and visual communication. Joanna Jenkins Consulting has successfully collaborated with educational institutions, corporate clients, and non-profit organizations, consistently delivering high-quality experiential learning experiences, professional development and strategies that center inclusion, cultural competence and emotional intelligence.

- Years in Business: 4th year / 20+ years experience in the field
Demonstrated excellence in a variety of roles including Consultant, Coach, Associate Dean, Academic Program Coordinator, Program Manager, Professor, Creative Director, Designer, and Strategist.
- Independent and Project Based collaborative Model
- African American Woman Owned Business and Collaborative Partners
- No. Of Employees: 3 collaborators within project based structure
- Cardinal Change: Equity based Operations, Change and HR Strategy
- MaddyDay LLC: Equity Focused Policy Reform and Legal Expertise
- CoachDiversity Institute: Coaching and DEI

CUSTOMERS (Selected):

List at least 3 clients in each sector

Private Sector List 3 Customers

- CoachDiversity Institute
- Comcast
- MaddyDay LLC
- Casey Foundation
- Cardinal Change
- ADColor
- Elon University
- Rutgers University
- Duke University
- School District of Philadelphia

Government Sector

List 3 Customers

- Info Pathwaves
- United States Navy
- United States Coast Guard
- Department of Justice

UNIQUE VALUE PROPOSITION:

Joanna Jenkins Consulting offers a comprehensive expertise in creative and strategic communications, deep knowledge, dedication to inclusive environments, and extensive experience across various educational levels and professional settings.

Joanna L. Jenkins, Ph.D.: Is A Transformative Educator, Coach, Strategic Communication Expert, and Inclusion Advocate

1. Comprehensive Expertise:

- Over 20 years of experience at the intersection of research, creative, strategic communication industry, and education.
- Diverse roles including Consultant, Coach, Associate Dean, Academic Program Coordinator, Professor, Creative Director, Designer, and Strategist.

2. Inclusive, Culturally Competent and Emotionally Intelligent Approach:

- Specialist in designing inclusive curricula and implementing culturally informed teaching methods.
- Focus on driving insights and cultivating inclusive environments where culturally and ethically competent students and professionals can thrive.
- Champion for the needs and leadership of historically excluded groups

3. Creative, Innovative Learning and Development:

- Proven track record in developing custom learning experiences and applying universal learning design.
- Expertise in providing creativity, research and assessing program/curricula results to ensure continuous improvement, effectiveness and sustainability.

4. Thought Leadership and Research:

- Author of significant publications, work books and textbook including "Advertising Creative, Strategy, Copy & Design," "Insecure #Awkward and Winning: Intersectionality in the Works of Issa Rae," and "The Convergence Crisis."
- Equipped to develop custom matrices, Key Performance Metrics (KPMs), research strategies, and thorough documentation to ensure sustainable growth and success.
- Active scholar and Coach with Rutgers University's Center for Leadership, Equity & Justice.
- Dynamic Public Speaking and Presentations
- Expertise in comprehensive research and analysis skills: field work, Market Research, Employee and Organizational Research, Customer Experience Research, Industry and Sector Research, Policy and Social Research, Data Analytics, Research Design, Data Visualization, etc.

5. Equity-Focused Solutions and Strategies:

- Creating, developing, and implementing customized approaches that center diversity, equity, and inclusion cultivating belonging and ensuring fair treatment, access, and opportunities for all individuals.

Technological Advantages

- **Integration of Digital Tools in Learning:** Proficiency in leveraging digital platforms and tools to enhance learning experiences, organization and engagement.
- **Data-Driven Approach:** Utilization of data analytics to assess and improve outcomes, ensuring continuous improvement and impactful results.
- **Custom Learning Systems:** Development and implementation of tailored solutions that cater to diverse learning needs and promote inclusion.

Certifications:

Enterprise Center Minority and Women Owned Business Certification
Pending August 12, 2024

- Executive & DEI Coaching Certificate 2023 (PCS)
- Storytelling Certificate 2023
- Museum Docent / Inclusive Art Education Certification
- DEI Leadership & Board Governance Certificate – Diverse Force 2019/ *University of Penn*
- Newseum Educational Media Advisory Certification
- Results Based Facilitation Training
- Unconscious Bias Training
- Distance Learning Training
- Grant Writing Certification

COMPANY NAME:

Smith Montgomery:

SMITH MONTGOMERY

DBA Joanna Jenkins Consulting



Address: 2412 North 50th Street Philadelphia PA 19131

Phone Number: 267 259 0838

E-Mail Address: joannajenkins1122@gmail.com, joanna@joannajenkins.com

Website: joannajenkins.com, smithmontgomery.com

NAIC Code(s):

DUNs #:

EIN#: 86 391 8020

Union affiliation: N/A